

**SUNRIDER®**

# Shake&Tea party

Change the way  
you *shake!*



**SUNRIDER®**  
INDEPENDENT BUSINESS OWNER



## Introduction

Welcome to Sunrider International and the Shake & Tea Party!

Our purpose is to nourish the world and inspire a life of balance, authenticity, and well-being. We believe that everyone is capable of success, and we are committed to empowering each person to lead a life of independence and prosperity.

Our vision is to foster a culture of opportunity so that people anywhere feel empowered to challenge conventions, push beyond boundaries, and pave their own path to success.

Shake & Tea Parties are social gatherings to introduce people to Sunrider® products and the business opportunity. These parties offer you the chance to expand your customer base and your organization.

There are 7 simple steps you need to take to host an awesome Shake & Tea Party. In this manual we'll cover each step. You will also find scripts to help you reach out to your prospects, as well as forms, checklists, and everything else you'll need.

Please take the time to read this manual, get familiar with the process of running a Shake & Tea Party, and boost your business with this amazing method.

*PS: Don't forget to watch the Shake & Tea Party instructional video available at Sunrider University.*



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## The Sunrider Difference

### Owner's Expertise

Sunrider's owners are experts in the fields of health and science. Dr. Tei-Fu Chen is a world-renowned herbalist with a degree in pharmacy. Dr. Oi-Lin Chen is a medical doctor. They work with their sons Dr. Reuben Chen, a medical doctor who specializes in sports medicine and pain management, and Eric Chen, an organic chemist, to oversee the research, development, and manufacturing of every Sunrider® product.

### Philosophy of Regeneration®

Sunrider® products are based on the Philosophy of Regeneration®, the concept of properly nourishing (*yin*) and cleansing (*yang*) the five systems of the body with the right combination of nutrients to promote balance and optimal health.

This philosophy is distilled from thousands of years of Chinese herbal research and maintains that foods can help the body stay balanced and healthy.

## THE FOUR ESSENTIAL PRINCIPLES



### Nourish + Cleanse = Balance

Sunrider® products nourish and cleanse the body to promote optimal health.

### Foods, Not Chemicals

Sunrider provides concentrated nutrients from whole-food sources.



### Variety

Sunrider provides a variety of natural ingredients for a balanced nutrition.



Dr. Tei-Fu Chen

### Expertise in Formulation and Concentration

Sunrider® products are both safe and supremely effective.

# Self-Manufacturing

Sunrider owns eight state-of-the-art manufacturing facilities worldwide, which collectively span over two million square feet. Guided by owners' expertise, Sunrider controls every step involved in creating its products—from concept and formulation to manufacturing and packaging.

## Process Step-by-Step

Sunrider's ultra-precise manufacturing process sets our products apart from the competition.



**STEP 1. CLEANSE**



**STEP 2. GRIND**



**STEP 3. FORMULATE**



**STEP 4. EXTRACT**



**STEP 5. CONCENTRATE**



**STEP 6. FLO-COAT**



**STEP 7. SPRAY DRY**



**SPRAY DRY GLATT**



**STEP 8. PACKAGE**



## 7 Steps to an Awesome Party

### 1. Team Up With Your Upline

Your upline is there to support you. Talk to her or him about your intentions of organizing a Shake & Tea Party. Better yet, invite your upline to be your guest speaker. This will help you promote your party and learn from his or her leadership.

### 2. Come Up With A Theme

If this is your or any of your IBOs' first Shake & Tea Party, you can call your party: "Grand Opening." You can also have themed parties like Hawaiian Night, Roaring Twenties, etc. The idea is to make it fun, memorable, and inspiring.

### 3. Set The Time And Date

Don't make your party too early in the morning, or too late at night. Consider peak hours, and keep it within the 2-hour range. Remember to start and finish on time. Let your invitees know in advance that there will be a product and/or business presentation.

### 4. Invite People

This is key. Try to invite as many people as you can. Use your social media outlets to post invitations, and take photos at your party to use them in the future. You'll find some SCRIPTS on page 8 to use when inviting people.

### 5. The Logistics

Keep an agenda of the entire party. Write down the activities you've planned, like: Greeting and meeting. Serving teas and shakes. Presentation. Product and/or business opportunity forum, and closing. You will also find a checklist of all the things you need for the party on page 12.

### 6. The Attitude

Wear a big sincere smile. Greet your guests with energy! Be grateful for who is there and don't worry about those who are not. Tie balloons around, pump up the music, and raffle some products. Make it fun from the beginning to the end.

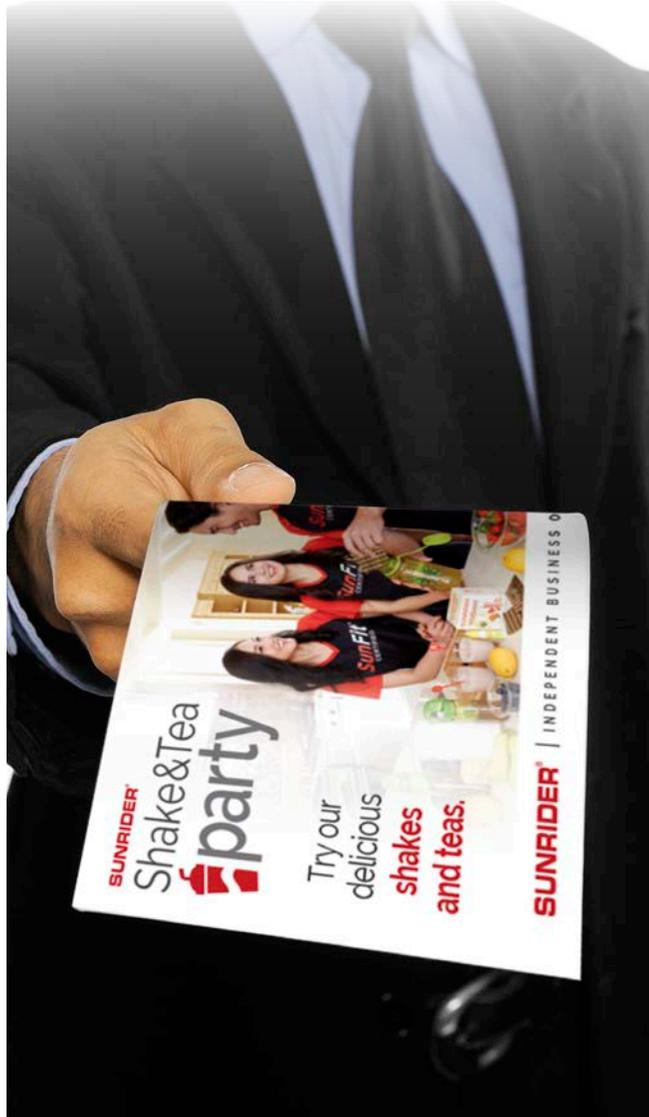
### 7. Close The Deal

After the presentation, ask your guests directly for their business. Call them to take action, to sign up or buy products. Ask who wants to earn extra cash by hosting the next Shake & Tea Party. And don't forget to ask for referrals. There is a Referral List you can use on page 15.

## Download-and-Go!

Download, personalize, and distribute the marketing materials specifically designed for this MAP:

- Shake & Tea Party Mini-Invites
- Posters
- Flyers
- Pull-up Banners
- Shake Recipes
- Social Media Ads



## Scripts

People need what you offer in Sunrider, and your job is to present it in such a professional way that you help them get past the initial resistance, understand what you do, and agree to come to your Shake & Tea Party to take a look at your business.

Here are some script samples of how to invite people and get a commitment.



### Create a Sense of Urgency

**You can tell people things like:**

- *“I’m glad I got a hold of you—I’m about to start a business presentation—but before I go, listen...I’m having a party next Thursday, and I want you to come.”*
- *“I don’t have a lot of time to talk, but I am glad I caught you. I’m having a party and I would love you to come.”*
- *“I need to talk to you really quick...”*

**If you are approaching a stranger:**

- *“Now isn’t the time to get into this, and I have to go, but I think you will be interested in coming to this party...”*

**Take one party at a time:**

Even if you are planning on holding weekly Shake & Tea Parties, you don’t need to let your prospects know that. Every event should be special, so treat it that way.

### Compliment the Prospect

**If you know the person:**

- *“You have been so supportive of me, and I appreciate that so much. That’s why I want to invite you to my party.”*
- *“You have an amazing mind for business and can see things other people don’t. That’s why I want to invite you to my party.”*

**If you don't know the person:**

- *"You are really good at what you do; I suppose you love your job?" (Listen to his/her answer. If the person is not really happy with that job, invite him/her.)*
- *"You do a fantastic job at \_\_\_\_\_. I suppose you love doing what you do?" (Listen to his/her answer. If the person is not really happy with that job, invite him/her.)*

## Create Excitement

**When making the invitation, you can say things like:**

- *"I found something you really need to see..."*
- *"I'm launching a new business, and I really want you to take a look at it."*
- *"This is the call you've been waiting for your whole life!"*
- *"Do you keep your career options open?" or "Do you plan on doing what you're doing now for the rest of your life?"*

**You can also try the indirect approach:**

- *"I'm hosting a party and I am very scared; before I get started, would you help me check it out and see if I am doing a good job?"*
- *"A friend told me that the best thing I could do when hosting a party is to have people I trust and feel comfortable with take a look at it. Would you come and let me know if I am doing a good job?"*
- *"Maybe this is not the type of party you've been to before, but I wanted to ask, who do you know that would be excited about the idea of making extra money every month?"*

## Get a Time Commitment

**Once you've made the invitation:**

- *"The space is limited, so I just want to confirm that you are coming."*
- *"When do you think you will know if you're coming?"*

**Remember, keep inviting:** If 10 people have confirmed, invite 10 more. It's always better to over-invite.

**Use social media;** it works great when promoting these parties, and don't forget to follow up; once you have a list of potential attendees, make sure you send them a reminder the day or morning before.

## Become a Relationship Marketing Expert

Watch the The 8 Crucial Training Principles videos at Sunrider University, where you can learn more about prospecting, follow-up, how to sponsor new IBOs effectively, and so much more!

Change the way  
you shake!



## Recipes

To help you simplify the logistics of your Shake & Tea Party, Sunrider offers a ready-to-go pack: the Shake & Tea Variety Pack. This pack contains all the products you need to succeed:

- Fortune Delight® Original 10/3g pks, Fortune Delight® Lemon 10/3g pks, Fortune Delight® Peach 10/3g pks, Fortune Delight® Raspberry 10/3g pks
- Calli® Regular 10/2.5g bags, Calli® Mint 10/2.5g bags, Calli® Cinnamon 10/2.5g bags
- VitaShake® Cocoa 10/25g pks, VitaShake® Strawberry 10/25g pks
- NuPlus® Naturally Plain™ 10/15g pks, NuPlus® Mixed Berry™ 10/15g pks, NuPlus® Piña Banana 10/15g pks, NuPlus® Apple Cinnamon 10/15g pks, NuPlus® Simply Herbs™ 10/15g pks
- Evergreen® 10/.5 fl. oz. bottles
- SunnyDew® 1 fl. oz.

Serve hot and cold teas and prepare these 3 basic and super-tasty recipes:

Sunrider's shakes and teas provide a big splash of delicious flavors, along with powerful nutrients. They're easy to make and easier to digest, so people fall in love with them immediately!



## The Super Shake

Good for athletes and active individuals. This shake is loaded with protein and essential vitamins and minerals.

### Ingredients:

- VitaShake® Cocoa
- SunFit® Protein Plus (available in November)
- Evergreen®
- Ice and water

### Directions:

Mix one packet of VitaShake® and two scoops of SunFit® Protein Plus in a blender with water. Add ice and one vial of Evergreen®. Serve cold.



## The Mega Meal

Everyone's favorite shake is packed with micronutrients and powerful antioxidants. It makes a healthy breakfast or a light dinner!

### Ingredients:

- NuPlus® Simply Herbs
- SunnyDew®
- VitaShake® Strawberry
- Ice and water

### Directions:

Mix one packet of each with water in a blender, add ice and a few drops of SunnyDew®, (1 serving). Add SunFit® Protein Plus (available in November) for a thicker consistency and extra protein.



## The Fruit Me Up

Enjoy the fresh flavors of fruit with this energizing shake. It's perfect to kick-start your mornings or for a between-meal snack.

### Ingredients:

- Fresh or frozen fruit including:
  - About ½ cup mangos
  - ¼ cup frozen peaches
  - ¼ cup pineapple
  - A few strawberries
  - ½ orange
  - ½ banana
- 2 packets VitaShake® Strawberry
- 2 packets VitaDophilus®
- Splash of SunnyDew®
- 16 ounces water or milk of your choice

### Directions:

Mix all the ingredients in a powerful blender until smooth. Add ice if desired.



## Checklist

YOU NEED	CHECKED
Sunrider® products <ul style="list-style-type: none"> <li>• Antioxidant Shake &amp; Tea Variety Pack</li> <li>• Products to display</li> <li>• SunBar®, Smart Gummy™, or other products to sample</li> </ul>	
Blenders, cups, and napkins	
Product Order Forms and Application Forms	
Invitations (you can download from Sunrider University)	
Pens and a calculator	
Sunrider Presentation or Pitch Book	
Upbeat music, balloons to decorate the place, and prize giveaways (raffles)	
Sunrider® brochures, flyers, and other company literature	
A big sincere smile!	





# SURVEY

LOCATION	DATE
IBO (Organizer)	
HOW DID YOU HEAR ABOUT THE SHAKE & TEA PARTY?	
<input type="checkbox"/> Invited by _____	
<input type="checkbox"/> Referred by _____	
<input type="checkbox"/> Prior Participant <input type="checkbox"/> Ad/Flyer <input type="checkbox"/> Social Media	
<input type="checkbox"/> Other _____	

Please indicate your level of agreement with the statements listed below:

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STONGLY DISAGREE
The topics covered were relevant to me.					
The guest(s) was(were) friendly and energetic.					
I would refer this party to others.					
The party was fun and informative.					
The time allotted for the party was sufficient.					
The meeting room and facilities were comfortable.					

Suggestions/Additional Comments

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